



GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services
757 Carolyn Avenue, Columbus, Ohio 43224 • Phone: 614-645-7433 • www.columbus.gov

OFFICE USE ONLY

Application Number: 13320-00635
Date Received: 9/3/13
Commission/Civic: Southside
Existing Zoning: C-4 Application Accepted by: D. Reiss Fee: \$1,900.00
Comments: 11/19/13

TYPE(S) OF ACTION REQUESTED

(Check all that apply)

☒ Variance ☐ Graphics Plan ☐ Special Permit ☐ Miscellaneous Graphic

Indicate what the proposal is and list applicable code sections. State what it is you are requesting.

Describe To Replace manual changeable copy price sign to an automatic LED changeable copy gas price sign prohibited by 3372.706.B

LOCATION

1. Certified Address Number and Street Name 1950 Lockbourne Rd
City Columbus State Ohio Zip 43207
Parcel Number (only one required) 010-111758

APPLICANT

2. Name Branham Sign Company, Inc - Jeff Smith
3. Address 127 Cypress St City/State Reynoldsburg Zip 43068
4. Phone # 740-964-9550 Fax # 740-964-9558 Email jsmith@branhamsign.com

PROPERTY OWNER(S)

2. Name Hi-Lo Oil Company
3. Address 949 King Ave City/State Columbus, Ohio Zip 43212
4. Phone # 614-421-7500 Fax # _____ Email dschulze@certifiedoil.com

☐ Check here if listing additional property owners on a separate page.

ATTORNEY / AGENT (CIRCLE ONE)

8. Name Same as Applicant
9. Address _____ City/State _____ Zip _____
10. Phone # _____ Fax # _____ Email _____

SIGNATURES

11. Applicant Signature [Signature]
12. Property Owner Signature [Signature] RECEIVED: 11/19/13
13. Attorney / Agent Signature _____



(M) = Item required for Miscellaneous Graphics Commission action, including banners.

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AFFIDAVIT

(See next page for instructions)

13320-00635
1950 Lockbourne Rd.

APPLICATION # _____

STATE OF OHIO
COUNTY OF FRANKLIN

Being first duly cautioned and sworn (1) NAME Jeff Smith - Brantam Sign Company
of (1) MAILING ADDRESS 127 Cypress St, Reynoldsburg, OH 43068
deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the
name(s) and mailing address(es) of all the owners of record of the property located at
(2) per CERTIFIED ADDRESS FOR PROPERTY 1950 Lockbourne Rd, Columbus, OH 43207
for which the application for a rezoning, variance, special permit or graphics plan was filed with the Department of Building
and Zoning Services, on (3) _____

(THIS LINE TO BE FILLED OUT BY CITY STAFF)

SUBJECT PROPERTY OWNERS NAME
AND MAILING ADDRESS

(4) Hi-LO Oil Company
949 King Ave
Columbus, OH 43212

APPLICANT'S NAME AND PHONE #
(same as listed on front of application)

Brantam Sign Company - Jeff Smith
740-964-9550

AREA COMMISSION OR CIVIC GROUP
AREA COMMISSION ZONING CHAIR OR
CONTACT PERSON AND ADDRESS

(5) Columbus Southside Area Commission
Curtis Davis Zoning Chair
PO Box 7846, Columbus, OH 43207

and that the following is a list of the **names** and **complete mailing addresses**, including **zip codes**, as shown on the **County Auditor's Current Tax List or the County Treasurer's Mailing List**, of all the **owners of record of property within 125 feet** of the exterior boundaries of the property for which the application was filed, **and** all of the owners of any property within 125 feet of the applicant's or owner's property in the event the applicant or the property owner owns the property contiguous to the subject property:

(6) PROPERTY OWNER(S) NAME (6A) ADDRESS OF PROPERTY (6B) PROPERTY OWNER(S) MAILING ADDRESS

Please see attached next page

☒ (7) Check here if listing additional property owners on a separate page

SIGNATURE OF AFFIANT

Subscribed to me in my presence and before me this 29 day of August, in the year 2013

SIGNATURE OF NOTARY PUBLIC

My Commission Expires:

(8)

(8)

Nov 17, 2013

Notary Seal Here

Branham Sign Company, Inc
127 Cypress St SW
Reynoldsburg, OH 43068

Hi-Lo Oil Company
949 King Ave
Columbus, OH 43212

Columbus South Side Area Commission
C/O Curtis Davis Zoning Chair
PO Box 7846
Columbus, OH 43207

Rochelle Johnson-Dillard
1120 Lawrence Dr
Columbus, OH 43207

Costa Donuts Inc
502 Hunt Valley Dr
Reynoldsburg, OH 43068

James & Beth Grove
4911 Carters Corner Rd
Sunbury, OH 43074

Carol Kim Vui Pham Dong Duy Ha
1117 Lawrence Dr
Columbus, OH 43207

Richard & Betty Blankenship
1119 Lawrence Dr
Columbus, OH 43207

Michael & Deborah George
91 Walnut Woods Ct
Columbus, OH 43230

Durthaler Organ & Piano Sales, Inc
1967 Lockbourne Rd
Columbus, OH 43207

1925 Lockbourne Inc
1925 Lockbourne Rd
Columbus, OH 43207

Rose M Ellison
1078 Innis Ave
Columbus, OH 43207

Gale F Place
1070 Innis Ave
Columbus, OH 43207

Beverly A Durthaler
1165 Lawrence Dr
Columbus, OH 43207

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1950 Lockbourne Rd.



"Hardship" considerations, manual placard price sign vs. Everbrite LumiDigit II LED price sign

1. Manual change placard price signs are more difficult to read from a distance than LED digits which provide a clear and bright display. Motorists will avoid a location that has a less visible rather than more visible price display.
2. Manual change placard price signs allow dirt and debris buildup between placard and sign face surfaces and in the tracks that hold the placards. This means a dirty looking sign or the cost and effort of frequent cleaning. A dirty display creates the impression that the property is not well cared for and this, in turn, may cause customers to avoid visiting the location. LED displays eliminate the dual surfaces and the tracks so there is no dirt build up problem. The signs look clean and convey an image of cleanliness and safety within the location. By upgrading the appearance of the property, the LED display helps improve the appearance and value of neighboring properties.
3. For signs placed taller than the height of a person, manual change placard price signs are a serious safety risk. The number placards are changed by use of pole mounted suction cups onto which the placards are attached and then lifted into place. Especially with larger placards, older suction cups, inexperienced or physically weaker personnel, or poor weather, there is risk the placards will come off the suction cups mid-air and strike and injure the employee changing the price. Also, falling price placards can strike and damage nearby autos resulting in claims and lawsuits for such damage.
4. In the event a price placard falls off a changer arm during a price change, it is likely to break upon impact with the driveway and the owner will have the cost and inconvenience of replacing it.

Please keep in mind the following regarding Everbrite LumiDigit II LED remote change price signs and retro fit kits:

1. They are 100% static displays. The only time the display changes is when the fuel prices are changed. These displays have no capability to "flash" the price or alternate it with a different price. It is NOT an LED electronic message center and cannot provide a "moving" display of any kind. Therefore there is no additional traffic hazard or visual annoyance created by an LED fuel price sign vs. a conventional placard display.
2. The maximum brightness level of the LED digits can be adjusted down to a level appropriate for the location. Properly adjusted, a LumiDigit II price sign is no more obtrusive visually than a comparable placard price sign.

13320-00635
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Zoning Map

City of Columbus, Ohio



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Face Changes

296900-2
C: 42" x 61.25"
B: 42" x 61.25" 18" LEDS



C Certified

REGULAR

Gasolines
with



Additives

Everbrite

DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. Drawing is not to be used for any other purpose without the written consent of Everbrite. All rights reserved.

CUSTOMER: MARATHON

PROJECT #: 296900-2.fs

DATE: 7/8/2013

SCALE:

DRAWN BY: J. Goldsmith

LOCATION & SITE NUMBER
MA1950LOCKBOURNEADR

DESCRIPTION:

REVISED:

REVISED:

REVISED:

CUSTOMER APPROVAL: NOTE: Unless specified by customer, all depth of embossing will be standard. Existing colors and

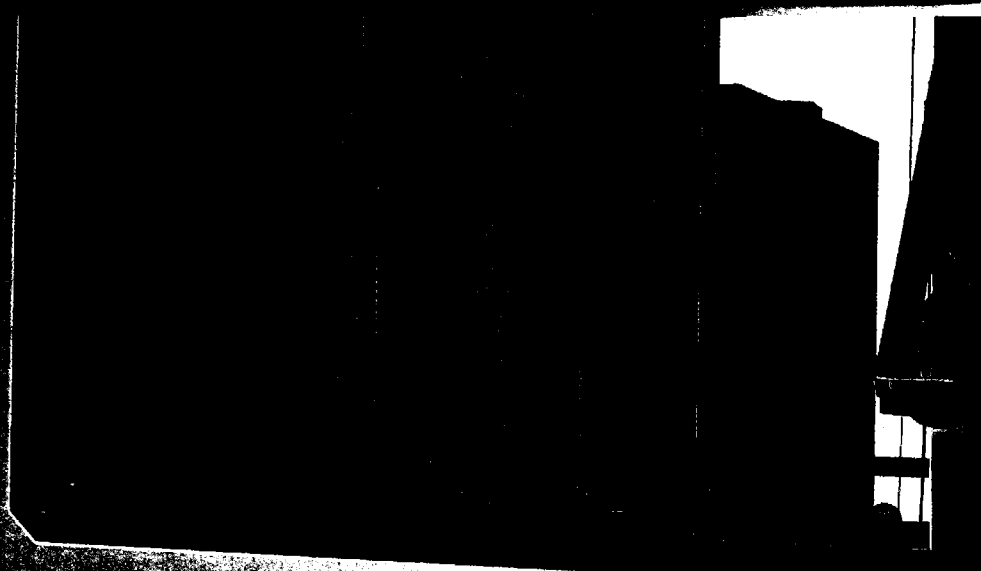
Please see
fax back 1

13320-00635
1950 Lockbourne Rd.

SIGNATURE

DATE

13320-00635
1950 Lockbourne Rd.

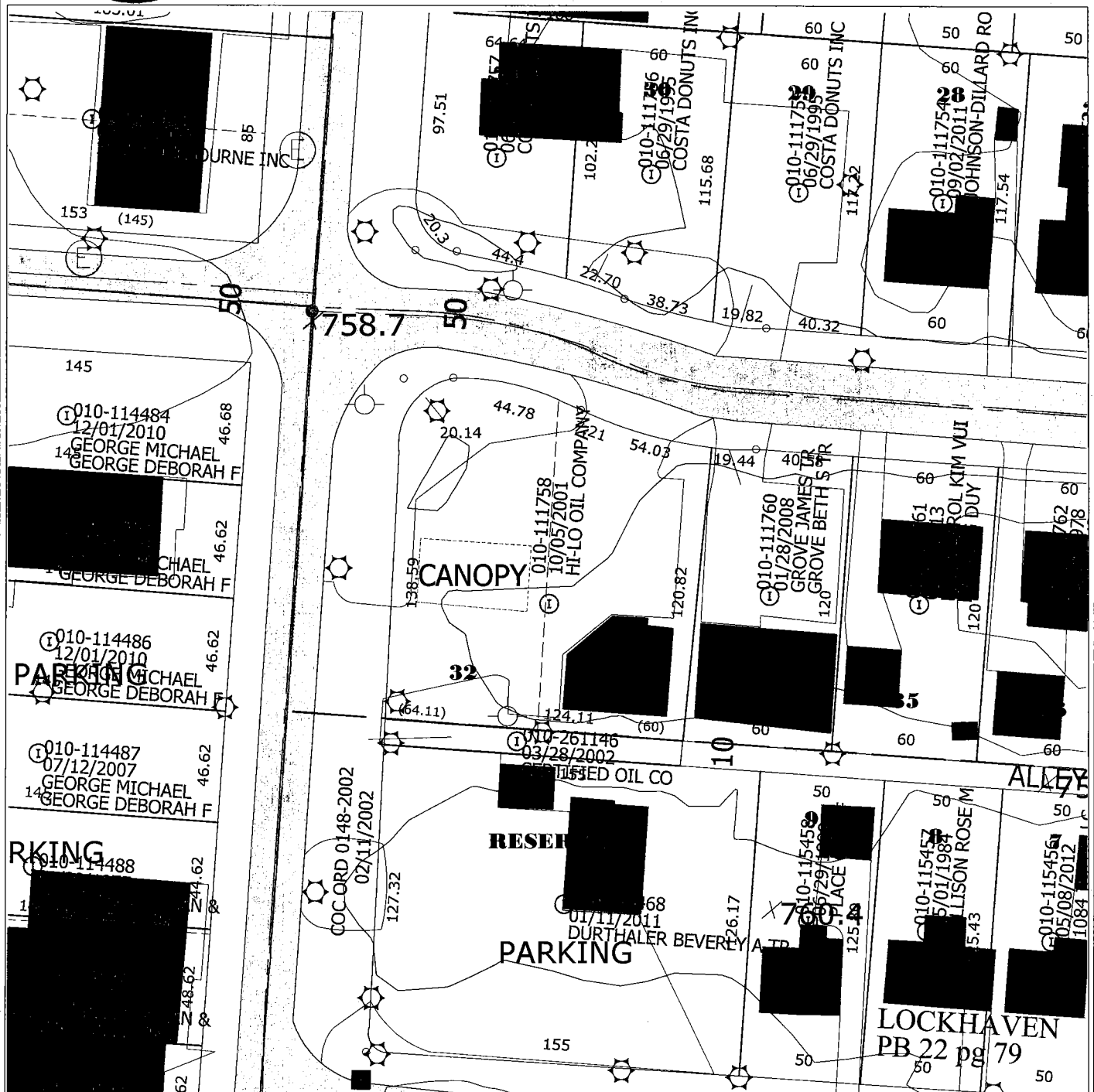




CLARENCE E MINGO II FRANKLIN COUNTY AUDITOR

MAP ID: C

DATE: 8/28/13



Disclaimer

Scale = 60

Grid

This map is prepared for the real property inventory within this county. It is based on survey plats, and other public records and data. Users of this map are not to be held responsible for any errors or omissions. Information sources should be consulted for verification of the information. The county and the mapping companies assume no legal responsibilities for the map. Please notify the Franklin County GIS Division of any discrepancies.

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